
Press Release

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SCAG Partners with Bird For “Go Human” Campaign

The Southern California Association of Governments (SCAG) is expanding its award-winning [Go Human](#) traffic safety campaign to include safety messaging for scooters.

Through a partnership with a leader in last-mile electric scooter mobility, [Bird](#), SCAG’s *Go Human* campaign will remind drivers to safely share the road with e-scooter riders and will remind riders to wear helmets and ride in bike lanes rather than sidewalks. Ads will appear in Culver City, Los Angeles and Santa Monica through the month of November.

SCAG originally launched *Go Human* in 2015 with the goals to encourage active transportation and improve traffic safety. Traditionally, the campaign has focused on people walking and biking, reminding drivers to give bicyclists 3 feet and watch for people walking near intersections. As new mobility options become increasingly available throughout Southern California, the campaign aims to expand its safety messaging to include new transportation alternatives, like scooters.

“Emerging mobility technologies like dockless shared scooters are rapidly changing the face of the region,” said Alan Wapner, President of SCAG and City Councilmember for Ontario. “As government agencies, we need to collaborate now more than ever. By partnering with innovators like Bird, we can help bring safe, accessible mobility to cities and counties across the region.”

SCAG wants to remind people of several general safety tips for drivers and e-scooter riders alike:

- Drivers should give people on e-scooters at least three feet of room on the road.
- Drivers should be vigilant and look out for e-scooter riders, just as they should for people biking and walking.
- E-scooter riders should wear a helmet. Some companies (like Bird) provide [free helmets](#) to active riders.
- Ride in bike lanes or in the street near the curb, not on sidewalks.
- Riders must be at least 18 years old, and only one rider per scooter is allowed.
- All traffic laws apply to people riding scooters, too. Stop at all stop signs and red lights, and always stop for people crossing the street on foot.
- Be alert. Put your cell phone away, take your headphones off and keep your eyes on the road.

“Safety is ingrained into everything we do at Bird, so we are pleased to join the *Go Human* campaign which has long been committed to making our streets safer for non-car dependent commuters,” said Rebecca Hahn, Senior Vice President of Global Communications and Public Affairs at Bird. “We are

committed to providing access to safer, more sustainable transit alternatives. We hope this campaign will increase awareness of this new mode of clean transportation while reminding people to be mindful and follow the rules of the road.”

Additional information about SCAG’s *Go Human* campaign is available at GoHumanSoCal.org.

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About SCAG

SCAG is the nation’s largest metropolitan planning organization, representing six counties, 191 cities and more than 18 million residents. SCAG undertakes a variety of planning and policy initiatives to plan for a livable and sustainable Southern California now and in the future. For more information about SCAG’s regional efforts, please visit www.scag.ca.gov.